

[illegible]

A system and method for claiming a user-specific website associated to a user's telephone number is disclosed. The present invention provides for user identity verification through telephone number detection. The user-specific website requested is associated to the telephone number of the requesting user. This prevents the potential for anonymity, which is found in present methods. Potential users must "authenticate" that they have access to the phone number of the website that they are attempting to claim. Website claiming can be done by first requesting a user-specific website online and then accessing the system's telephone service for phone number verification. In the alternative, website claiming can be performed by first calling the system phone number for phone verification, followed by online website claim completion.